

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:	Atty. Docket No.: 004770.00891
<b>Toni Kopra</b>	
Serial No.: 09/580,583	Group Art Unit: 3622
Filed: May 30, 2000	Examiner: Y. Retta
For: Location Aware Product Placement And Advertising	Confirmation No.: 8331

**RESPONSE AND REQUEST FOR CONTINUED EXAMINATION**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This paper is responsive to the Final Office Action mailed March 14, 2008. The Office Action set a three-month response period, making this paper due on or before June 14, 2008. A request for continued examination pursuant to 37 CFR § 1.114 is enclosed with this paper. If any fees are deemed owed with this submission or if overpayment has been made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733, accordingly. Reconsideration is respectfully requested in light of the following:

**Amendment to the Specification** is found on page 2 of this paper.

**Amendments to the claims** are found in the **Listing of Claims**, which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 12 of this paper.